

NOVOTEL DESIGN REVOLUTION,

REINFORCING OUR POWERFUL BRAND

As Accor historic brand, Novotel must continue to remain relevant, bringing modernity & premiumization in its design approach, achieved through flexibility, versatility and sustainable development.

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NOVOTEL BRAND EVOLUTION

FROM FUNCTIONAL & PRACTICAL TO EMOTIONAL AND EXPERIENTIAL

**CREATE EMOTIONAL
CONNECTIONS**



**MODERNIZE
THE BRAND**



**STANDARD TO
FLEXIBLE BRAND**



BRAND POSITIONING

Make everyday moments matter.

DIFFERENTIATOR

Time well spent.

TAKE TIME
TO RELAX
Calm

MAKE TIME
FOR BONDING
PIXAR

SHIFT IN NOVOTEL POSITIONING AND BUSINESS MODEL



Our objective: Bring flexibility to respond to guests,
market and partners requirements



CLIENT EXPECTATIONS

Sense of place and
interactions with locals

Real experiences in places
where they can live, eat, sleep,
work, ... before functionalities

Well-being as a way of life

Environmental criteria more &
more important



THE MIDSCALE MARKET

Increasing number of
hospitality brands:
more than 400

Expansion of lifestyle brands:
Design at their core

Blurred brands segmentation:
Premiumization of eco brands



THE PARTNERS

They look for more investment
versatility to better respond to
their specific market & assets
Requirements

They trust Novotel Brand and
rely on the semi-flexible
concepts

COLLECTIVE INTELLIGENCE

INTERNATIONAL DESIGN COMPETITION

An **international design competition** was launched to seek new design solutions to meet the brand expectations. Agencies from all over the world participated identified **through our regional offices in Europe, South America, Middle East and Asia**. From this collaboration with Accor local teams, we selected architects whose core focus is not solely Hospitality concept guidelines but whose design vision felt relevant and innovative to us. The brief communicated to them was concrete and included very important notions such as flexibility, modularity, versatility and sustainable development. These 4 notions make our design approach both innovative and modern and it meets our customers' expectations. This is how we are reinventing the design of our historic brand.

4 winners have been selected which represent different regions of the world: **RF STUDIO** for Europe, the Brazilian agency **METRO** for Latin America, a Russian agency called **SUNDUKOVY SISTERS** very experienced in the Middle East, therefore representing this region and finally, **HYPOTHESIS** for Asia Pacific. Based on the same brief, these 4 agencies have succeeded in creating four different design approaches meeting the client's needs while de-standardizing the brand. In addition to these 4 concepts, a fifth possibility exists for a flagship hotel, respecting structured guidelines in line with Novotel's values, while freeing itself from the 4 approved concepts. This allows a tailor-made approach for hotel partners or investors, unique to their hotel.



I think of my designs as stories. Imagining a hotel is like composing a hotel. I hope that this global and narrative approach will be perceptible to the guests who will soon discover and enjoy it.



It is not intended to be a completely new aesthetic experience, but rather, a balanced approach between simple and sophisticated elements to create a timeless look, with an abundance of plant life for freshness and vibrancy.



The idea is that a lobby is not simply a space with a bar and reception, but offers a whole range of facilities and entertainment, such as a family zone, library, a multi-purpose hall, grab & go concept, and a food bar that transforms into an evening bar.

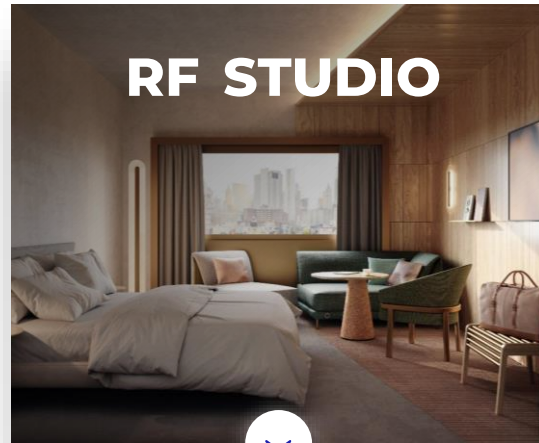


Through our work, we'd like to inspire guests to consider how they might do more to conserve and respect the environment in their everyday lives.

4 AVAILABLE CONCEPTS & A BESPOKE BRIEF



THERE IS ALWAYS A PERFECT MATCH CONCEPT FOR YOUR SITE



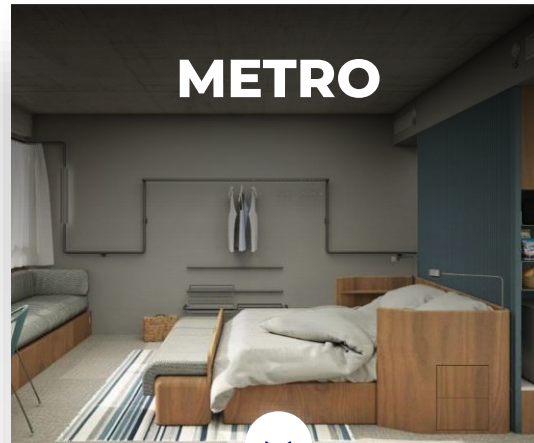
RF STUDIO



Easy to renovate

Home-feeling atmosphere,
contrary to traditional business
approach

A real environmental approach
with mobile furniture, system
of modules, and overall, an
easily changeable look for
future light renovations



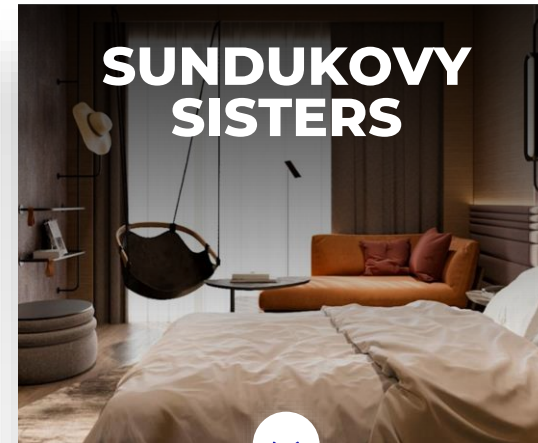
METRO



Open and connected to the
environment - gives a real
impression of space

Modern design with natural
tones and raw materials

Ideal for seaside and hot
countries, even if adaptable to
any location



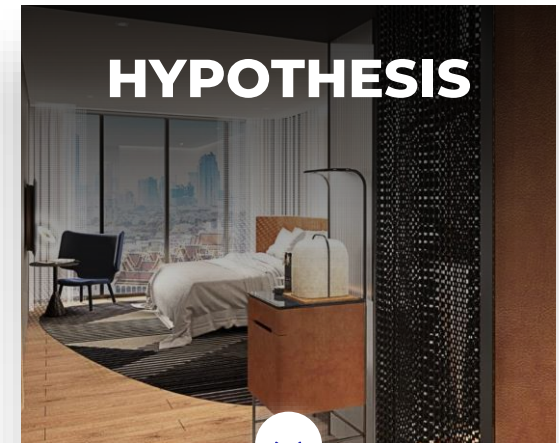
**SUNDUKOVY
SISTERS**



Business oriented, with a
comfort feeling

Quite trendy and still timeless

Ideal for premium markets and
adaptable for standard
localisation



HYPOTHESIS



Smart design, modularity of
the space

Liv-in corridor : a new
interpretation of a co-living
concept

Business oriented and
adaptable to standard
locations

+ A DESIGN BRIEF FOR FLAGSHIP HOTEL WITH BESPOKE SOCIAL HUB

COMMERCIALLY ATTRACTIVE HOTELS

FROM NON-STANDARDIZED HOTEL LOBBY TO A COLLECTION OF 4 DESIGN



ROOMS

CLASSIC

(double or twin)

2+1 pax

Standard layout
3,50mx7m = 24,5 sqm

Shower

FAMILY

2+2 pax

Standard layout
3,50mx7m = 24,5 sqm

Bathtub or shower

EXECUTIVE

2+0 or 2+1 pax

Standard layout
3,50mx7m = 24,5 sqm

Shower

SMART ROOM

(special needs)

2+1 pax

Standard layout
3,50mx7m = 24,5 sqm

Shower

SOCIAL HUB



Connected to
the locality



Open to
the outside



3 sizes
available



Potential all day dining restaurant
(independent or not from the social
hub) with design concept that is
competitive with local F&B offerings



3 mandatory zones :
Welcome zone, Family
Zone, Food bar

Novotel standard rooms can range from 20, 24,5, and 29m² to adjust to regional specificities or urban sites.

GUESTROOM & CORRIDOR OPTIONS

3 BUDGET LEVELS & TWO PRE-EXISTING SITUATIONS



RF STUDIO - ALTERNATIVE

Economic materials / finishes
Simple furniture or less furniture



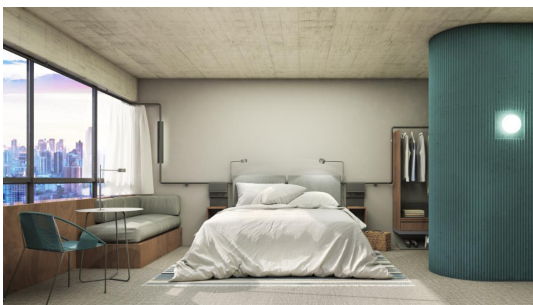
RF STUDIO - STANDARD

The standard
Designers' concept



RF STUDIO - PREMIUM

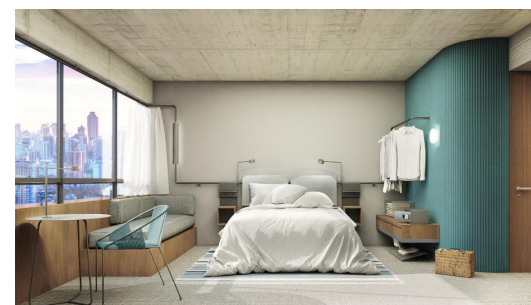
Materials / finishes "premium"
More furniture / functions



FULL : construction or full renovation



METRO – ROOM & CORRIDOR



PARTIAL : renovation maintaining existing features

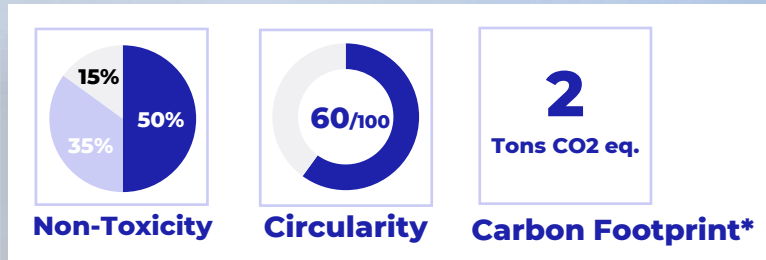


METRO – ROOM & CORRIDOR

SUSTAINABILITY COMPARISON & ENVIRONMENTAL BRAND ENHANCEMENTS

DIFFERENT STRENGTHS & PRODUCT SOLUTIONS

RF STUDIO NOVOTEL CONCEPT



SUNDUKOVY SISTERS NOVOTEL CONCEPT



SUSTAINABILITY TOPICS

	RF STUDIO	METRO	S&S	HYPOTHESE	
	+++	-	+	+++	Loose furniture (circularity)
	+++	+	++	++	Easy to implement in existing buildings
	+	+++	+	++	Health and well being (toxicity)

only in alternative



Sustainability Assessment :

Objective: Calculate toxicity, circular and environmental footprint of a Room design concept

Scope: Available for all ACCOR Standardized concepts

How: During the Tender phase, gather data from all pre-selected suppliers into an online platform that allow us to calculate and compare footprints



Strong environmental commitment:

Basic rules of eco-design, available in the design brief & the concept guidelines

Eco-Specifications (FSC wood, Oeko tex fabrics, GUTs for carpet, solvent-free paints, no chrome, no PVC edges...)

Mobile furniture preferred to carpentry as it is better for 2d life opportunities

RF STUDIO

DESIGNER PRESENTATION

Created in 2011 by Ramy Fischler, the design agency RF Studio is involved in all areas of creation, regardless of scale. It actively participates in the evolution and dialogue between the different fields of design, new usages and dedicated services.



CREATIVITY & ENVIRONMENTAL SENSITIVITY

This concept combines creativity and environmental sensitivity. It is adaptable to any environment, from renovation to new build. Its modularity allows guests to feel at home and invite them to a new way of life that will make them feel like they are at the heart of a village.

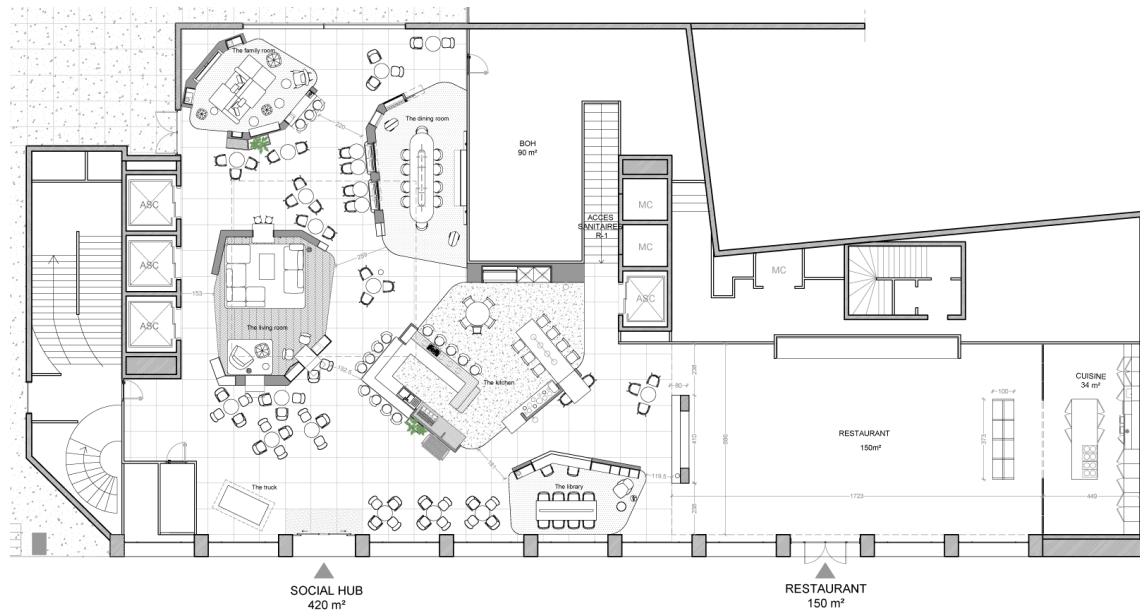
3 zones are mandatory, and you can choose the others depending on your hotel. For example, the “kitchen”, representing the bar area, is the center of the Social Hub.

The lounge and library are zones where we welcome guests in a less formal way where they can relax and work.

The family space is designed to welcome kids during the day and friends having drinks during the evening

For the room, supporting the circularity of the room and making renovation easy (thanks to mobile furniture), the idea is to separate it in 2 zones and focus on implementing sophisticated furniture on one side and a quiet space on the other.





SOCIAL HUB





CLASSIC



FAMILY



EXECUTIVE



SMART ROOM

ROOM TYPES

METRO ARQUITETOS

DESIGNER PRESENTATION

Brazilian-based architecture studio Metro operates at a high level of technical rigor and research, seeking to promote connections between the work and its context. They believe in architecture's ability to provide lasting solutions to the issues related to our physical, social and cultural environments.



A PLACE TO MAKE TIME AND TAKE TIME

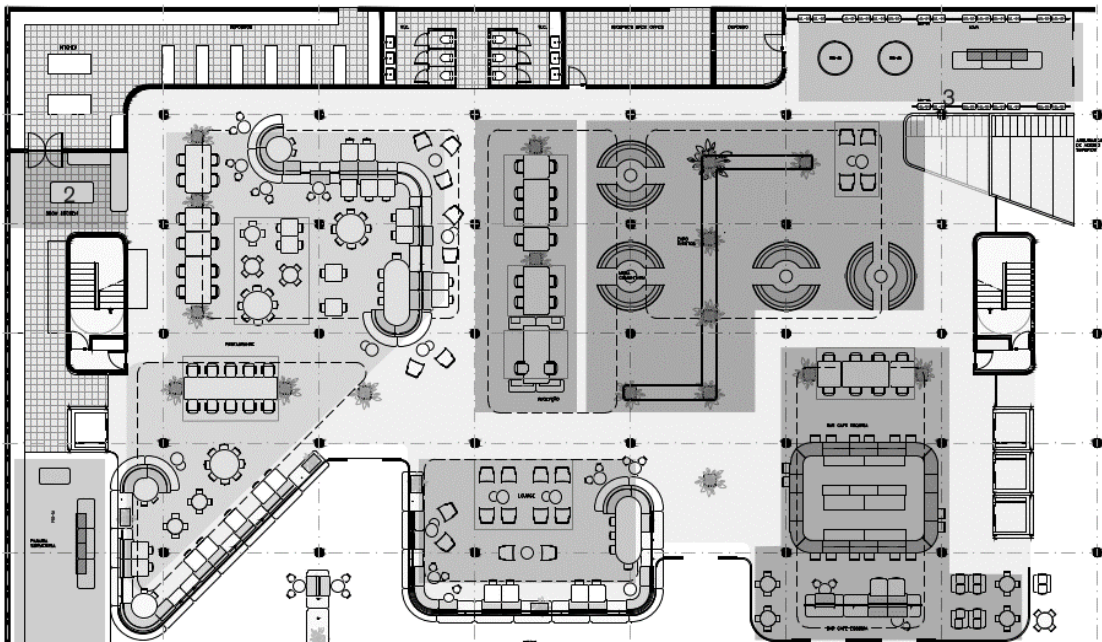
This new concept allows visitors to enjoy a multifunctional and flexible space that adapts throughout the day.

The guest's spatial experience in rooms is more comfortable and larger thanks to longer and unblocked walls which make the room bigger. A sense of cleanness is brought thanks to the gathering of all elements on the bed's wall only, emptying the opposite wall.

In the Social Hub, big fixed seating and table areas combined with smaller movable pieces consolidate the character of the place for community use, with comfort to enjoy the space in a group, to make and take time, for oneself.

Staging also plays an important role in the social hub experience which is composed of objects that, in addition to bringing beauty, should be functional (books, newspapers, candles etc.).





SOCIAL HUB





CLASSIC



FAMILY



ROOM TYPES



EXECUTIVE



SMART ROOM

SUNDUKOVY SISTERS

DESIGNER PRESENTATION

Founded and run by twin sisters Irina and Olga Sundukovy, this Russian design and architecture studio, Sundukovy Sisters, focuses on upscale, luxury lifestyle and boutique projects. The studio believes that design should be relevant, aesthetic and functional.



MODERN & TIMELESS DESIGN

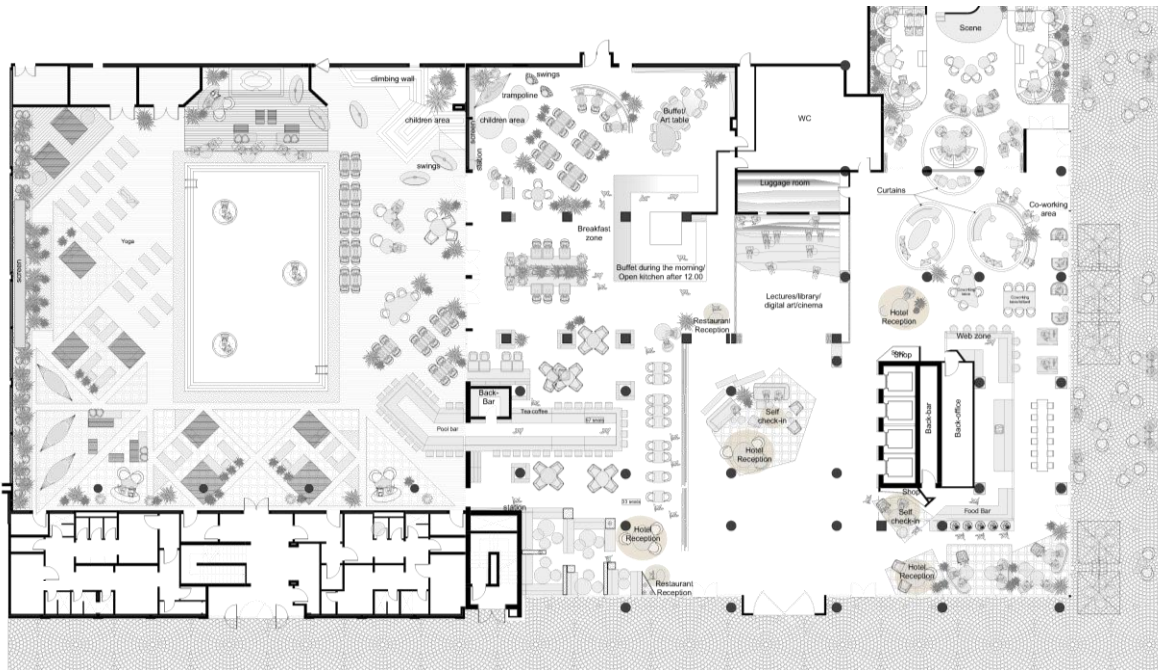
A new design approach offering warmth and comfort, set amid lively, natural surroundings that expertly blend modern and timeless features.

The design's spirit is to be modern and timeless, implying simple, elegant lines and elements, raw and noble materials in natural tones.

Hotels are connected to the city by inviting the outside to come in as Novotel design blurs boundaries between inside and outside, and between guests and locals.

'Co-living' offers much of the hotel guest experience. It is a lively authentic place both for guests and locals, that are sustainable and environmentally friendly.





SOCIAL HUB





CLASSIC



FAMILY



SMART ROOM



EXECUTIVE

ROOM TYPES

HYPOTHESIS

DESIGNER PRESENTATION

Bangkok-based design agency Hypothesis focuses on context and history by embracing flaws and questioning standards. By choosing authenticity over perfection, it aims at delivering a tailor-made solution that embodies the project's identity in a holistic way.



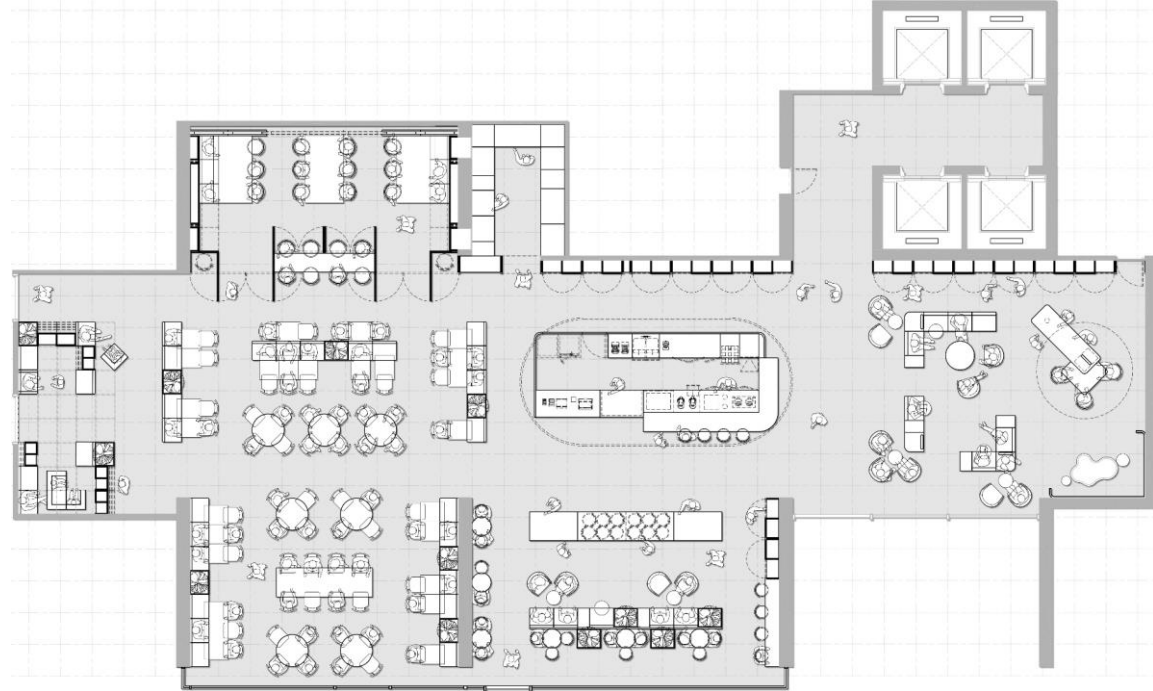
**SOCIETY +
ENVIRONMENTAL
= SOCIAL HUB**

Hypothesis developed a concept aimed at reducing not only physical waste, but also decreasing wasted space and wasted time, allowing guests to spend their precious moments away from home more wisely.

This design concept allows customers to reach the balance they are seeking for during their stay, creating a space which can help guests spend their time and space more wisely.

The new furniture is loose furniture which makes it easier for construction and long-term maintenance. The bathroom embraces the space creating a welcoming atmosphere.





SOCIAL HUB





CLASSIC



TWIN



EXECUTIVE



SMART ROOM

ROOM TYPES